

# Squeezy Straw™

Single-Serve Dispensing Technology



## Packaging Breakthrough

New Patented\* Technology  
Available for Licensing

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## Patented Stand Up SqueezyStraw™ Dispensing Pouch Desserts Application

The **only** pouch with a built-in sipping straw feature!  
Just squeeze the pouch and sip the dessert through the straw.

**Stand Up SqueezyStraw™ Dispensing Pouch** packaging is a new technology that is perfect for desserts.



Low cost, easy to use, easy disposal, high-speed production, and the elimination of the need for a spoon makes the **Stand Up SqueezyStraw™ Dispensing Pouch** the ideal package for puddings and other dessert products.

The **Stand Up SqueezyStraw™ Dispensing Pouch** is made entirely from low cost, light-weight flexible packaging materials and can be made in any popular size, including 3 oz., 5 oz. and larger sizes of 8 oz. or more (the prototype shown in the photo below is 8 oz.). The 8 oz. size is estimated to cost less than 4¢ each in large volume quantities (50,000,000 packs / year) including the patent royalty. The typical 5 oz. dessert serving would cost about 3-1/2¢ each.

**Stand Up SqueezyStraw™ Dispensing Pouch** is easy to use, allows for maximum evacuation of the product and collapses into a small mass for efficient disposal.



The most important advantages of **Stand Up SqueezyStraw™ Dispensing Pouch** are:

- √ Wide variety of sizes and shapes available
- √ The lowest cost for producing a dispensing pouch
- √ Made entirely of light weight, low cost flexible packaging materials
- √ Portable, durable and easy to use (requires no spoon)
- √ Great package for Grab 'n' Go applications

**Stand Up Squeezy Straw™ Dispensing Pouch** is produced on a horizontal thermoform / fill / seal machine equipped with die-cutting capabilities such as Multivac. The 8 oz. prototype shown at left above was produced on a Multivac ([www.multivac.com](http://www.multivac.com)), estimated to cost \$500,000 to \$1,000,000, depending on production requirements. The *high speed* version of this machine can produce 300 to 400 packs a minute, depending on product viscosity.

**Stand Up SqueezyStraw™ Dispensing Pouch** patented technology is available for licensing from The Barton Group, Inc. See [www.squeezystraw.com](http://www.squeezystraw.com) for details or call 917-647-6388.